![MPI logo]

GUIDELINES FOR
SPONSORED EMAILS

BEST PRACTICES

- Most impactful messaging is geared towards our industry and members. Tailor messaging specifically to the MPI audience to increase your engagement.

- Use an active voice with action-oriented copy. Write copy that is concise and can be scanned quickly with a clear call to action.

GREAT EXAMPLE:
(email from 9/9/22 "Maximize Meetings with Delta")

This example uses a clean graphic that clearly caters to meeting and events as well as body copy unique to our audience.

- MPI audience responds best to more organic content and imagery that does not use busy or cluttered graphics; photos with people naturally attract more engagement. Images should be aligned with MPI brand guidelines and and avoid overly edited and text-heavy formats.

- Emails should not include too many differing links. Instead, use only one or two links to avoid derailing the audience from the call to action.

SPECS AND CADENCE

- Sponsored content will be shared on Tuesdays, Saturdays, and Sundays unless a sponsor has purchased for primetime deployment.

- Full copy must be included in submission as well as any photos formatted in correct dimensions (see below)

- Images should be sized at 660 px wide, and 400 px tall minimum; 660 px tall maximum

- **Sponsored content will be delayed if all assets and copy are not approved two days before the scheduled deployment date.**

*All assets reviewed can be subject to request for resubmission if not in keeping with MPI brand guidelines.